



WTVQ-TV
 P.O. Box 55590
 Lexington, KY 40555
 ph: (859) 294-3636
 fx: (859) 294-6122

Advertiser Mitch McConnell/R/Senate (8039)
Agency Mentzer Media Services (1581)
Buyer Ally,Hewes,
Salesperson Katz- Philadelphia, . (1439)
 ph: (215) 567-7950 , fx: (215) 567-6338x

Special Handling None
Product Political (1176)
Brand 508/629/7730 (69206)
Acct Types National/Political-Candidate
Est/External # 7730/ECR26892577
Demo
Revision
Comments MMCCO
 rates were adjusted based on new rate card -

Invoice 527418
Inv Date 4/26/2020
Terms Net 30
Contract 220482
Bill Type Standard
Period 3/30/2020 - 4/26/2020

CO-OP/Order Type No/Normal
Package
Gen. Date 4/27/2020 10:09:56AM

Mentzer Media Services
DO NOT MAIL INVOICES
600 Fairmont Avenue
Suite 306
Towson, MD 21286

AgM

WTVQ (Lexington) (WTVQ)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks	
1.0	Contract Line Remarks: -Good Day Kentucky 505 Index: 104. Nielsen: 1.5044520329172602									
	SPOT	9:00:00AM- 9:30:00AM	Per week (1),We	04/01/20 9:16AM (We)	00:30	Good Day Kentucky	MM20TV03H	\$20.00		
2.0	Contract Line Remarks: -Good Day Kentucky 505 Index: 104. Nielsen: 1.5044520329172602									
	SPOT	9:00:00AM- 9:30:00AM	Per week (1),Th	04/02/20 9:31AM (Th)	00:30	Good Day Kentucky	MM20TV03H	\$20.00		
3.0	Contract Line Remarks: -Good Day Kentucky 505 Index: 104. Nielsen: 1.5044520329172602									
	SPOT	9:00:00AM- 9:30:00AM	Per week (1),Mo	04/06/20 9:11AM (Mo)	00:30	Good Day Kentucky	MM20TV03H	\$20.00		
4.0	Contract Line Remarks: -Entertainment Tonight 505 Index: 110. Nielsen: 2.0570959237218402									
	SPOT	7:00:00PM- 7:30:00PM	Per week (1),Th	04/02/20 7:18PM (Th)	00:30	Entertainment Tonight	MM20TV03H	\$85.00		
5.0	Contract Line Remarks: -Entertainment Tonight 505 Index: 110. Nielsen: 2.0570959237218402									
	SPOT	7:00:00PM- 7:30:00PM	Per week (1),Fr	04/03/20 7:12PM (Fr)	00:30	Entertainment Tonight	MM20TV03H	\$85.00		
6.0	Contract Line Remarks: -Entertainment Tonight 505 Index: 110. Nielsen: 2.0570959237218402									
	SPOT	7:00:00PM- 7:30:00PM	Per week (1),Tu	04/07/20 7:11PM (Tu)	00:30	Entertainment Tonight	MM20TV03H	\$85.00		
7.0	Contract Line Remarks: -ABC 36 News At 11 505 Index: 112. Nielsen: 1.3001074415639349									
	SPOT	11:00:00PM-11:30:00PM	Per week (1),We	04/01/20 11:10PM (We)	00:30	WTVQ 11p News	MM20TV03H	\$45.00		
8.0	Contract Line Remarks: -ABC 36 News At 11 505 Index: 112. Nielsen: 1.3001074415639349									
	SPOT	11:00:00PM-11:30:00PM	Per week (1),Th	04/02/20 11:21PM (Th)	00:30	WTVQ 11p News	MM20TV03H	\$45.00		
9.0	Contract Line Remarks: -ABC 36 News At 11 505 Index: 112. Nielsen: 1.3001074415639349									
	SPOT	11:00:00PM-11:30:00PM	Per week (1),Mo	04/06/20 11:33PM (Mo)	00:30	WTVQ 11p News	MM20TV03H	\$45.00		
10.0	Contract Line Remarks: -America's Funniest Home Videos-ABC 505 Index: 115. Nielsen: 4.6838130874131005									
	SPOT	7:00:00PM- 8:00:00PM	Per week (1),Su	04/05/20 7:44PM (Su)	00:30	America's Funniest Videos 7p	MM20TV03H	\$250.00		
11.0	SPOT			04/05/20			1 preempt @ \$400.00	\$0.00	No Avail	
12.0	Contract Line Remarks: -American Idol-ABC 505 Index: 108. Nielsen: 6.07684398478615									
	SPOT	10:00:00PM-How To	Day,Th-1	04/02/20 10:33PM (Th)	00:30	How To Get Away With Murder	MM20TV03H	\$400.00	M/G For 11.0.1	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$1,100.00	Total Spots	11
Commission	(\$165.00)		
Net Total	\$935.00		